Philips
widescreen flat TV with
Pixel Plus

37"
LCD HD Ready

37PF7331

Turn up your viewing experience

with Pixel Plus

Experience the superior picture quality of this excellent Flat TV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior.

Breathtaking natural pictures
- HD LCD WXGA display, with a 1366 x 768p resolution
- HD Ready for the highest quality display of HD signals
- Pixel Plus for detail, depth and clarity
- Dynamic contrast enhancer delivering rich black details
- 3D combfilter separates colors for a razor-sharp image

Superb sound reproduction
- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior
- Compact and slim design that fits in every room

Designed for your convenience
- Turn your TV screen into a mosaic of different channels

For advanced performance
- HDMI input for full digital HD connection in one cable

PHILIPS
sense and simplicity

Widescreen flat TV with Pixel Plus
37" LCD HD Ready

37PF7331/12

Highlights

LCD WXGA display, 1366 x 768p
This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

HD Ready
Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus
Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

Dynamic contrast enhancer
You want the LCD flat display with the highest contrast and most vibrant images even at wide viewing angle. The Philips dynamic contrast enhancer uses video processing and unique dimming backlight technology. This delivers deep rich black levels with increased detail. The dimming backlight increases the contrast up to 5 times*, and at the same time improves the viewing angle. It gives a bright, lifelike picture with high contrast and vibrant colors, (* factor between 2 and 5, screen type and picture content dependant).

3D Combfilter
The 3D comb filter separates brightness and color signals better in 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital comb filter performs field-by-field comparisons of the television image to accurately separate the color from the black-and-white information and remove both horizontally and vertically hanging dots, as well as dot crawl. The result is a razor sharp image.

Virtual Dolby Surround
Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Compact and slim design
This design style emphasizes a slim, compact look that saves space and fits in anywhere.

Multiple PiP Modes
Multiple Picture-in-Picture modes allow you to simultaneously watch two video sources either picture-in-picture, side by side, or in a mosaic-view with still images.

HDMI input
HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

PIXEL PLUS HD ready 3D COMBFILTER active control VIRTUAL DOLBY SURROUND SMART PICTURE SMART SOUND HDMI

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Specifications

Picture/Display
- Aspect ratio: 16:9, Widescreen
- Brightness: 500 cd/m²
- Dynamic screen contrast: 2400:1
- Response time (typical): 8 ms
- Viewing angle (H / V): 176 / 176 degree
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Progressive Scan
- Screen enhancement: Anti-Reflection coated screen

Supported Display Resolution
- Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz

- Video Formats

Resolution	Refresh rate
640 x 480p	2Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound
- Equalizer: 5-bands
- Output power (RMS): 2 x 15W
- Sound Enhancement: Auto Volume Leveller, Dynamic Bass Enhancement
- Sound System: Stereo, Virtual Dolby Surround

Loudspeakers
- Built-in speakers: 4
- Loudspeaker types: Dome tweeter

Convenience
- Clock: Sleep Timer, Wake up Clock
- Ease of Installation: Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, Plug & Play, Program Name, Sorting
- Ease of Use: Auto Volume Leveller (AVL), Program List, Side Control, Smart Picture, Smart Sound
- Remote Control: TV, DVD, Multi-functional
- Remote control type: RCFE06FRS00
- Screen Format Adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen
- Teletext: 1000 page Smart Text
- Teletext enhancements: 4 favourite pages, Program information Line
- VESA Mount: 800 x 400 mm

Tuner/Reception/Transmission
- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: PAL B/G, PAL D/K, SECAM B/G, SECAM D/K, SECAM L/L'
- Video Playback: NTSC, SECAM, PAL
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- Number of Preset Channels: 100
- Tuner Display: PLL

Connectivity
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, S-video in
- Number of Scarts: 2
- Ext 4: YPbPr
- Ext 5: HDMI
- Ext 6: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in

Power
- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 220 - 240 V +/- 10%
- Power consumption: 180 W Normal Operation W
- Standby power consumption: < 2 W

Dimensions
- Set dimensions (W x H x D): 1114 x 618 x 103 mm
- Dimensions (with base) (W x H x D): 1114 x 683 x 306 mm
- Weight incl. Packaging: 33 kg
- Product weight: 25.9 kg
- Box dimensions (W x H x D): 1191 x 830 x 330 mm
- Color cabinet: Black
- VESA wall mount compatible: 800 x 400 mm

Accessories
- Included Accessories: Table top stand, Power cord, Quick start guide, User Manual, Registration card, Warranty certificate, Remote Control, Batteries for remote control
- Optional accessories: Floor stand

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